

# TOWN OF HERNDON

*Enriching the Quality of Life and Promoting a Sense of Community*



## **2027: A Vision for the Town of Herndon**

In the year 2027, Herndon continues to be a 21<sup>st</sup> century town where history and heritage are respected and where people and their involvement matter. Herndon's inclusiveness and sense of community foster empowerment in each citizen. Its unique character and charm attract a wide variety of people, including many families who are raising their children here. Herndon is the anchor of an expanded community where positive benefits extend beyond the Town's boundaries.

*Herndon is made strong in 2027 by:*

### **Citizens Who Matter**

Our citizens from diverse backgrounds are united and empowered to participate in the community through volunteerism and leadership opportunities within civic organizations and Town government. Herndon's many municipal and volunteer programs serve the full spectrum of the community. The citizen-elected government, in concert with the professional staff, is keenly aware of its responsibility to citizens and how its actions impact their daily lives. Citizen input is encouraged and facilitated and serves as a catalyst for action.

### **Exceptional Service**

As a municipal corporation, Herndon and its citizens benefit from the ability to directly control the things that matter. The citizens of Herndon expect and consistently receive programs and services of exceptional quality. Town employees are empowered to provide customer service that exceeds expectations, from initiation to follow-through. Numerous professional accreditations and awards distinguish our staff members. Citizens feel confident that they get good value for their tax dollar.

### **Our Rare Sense of Heritage and Place**

Herndon is a charming and unique town characterized by its harmonious blend of the past and present. Through careful planning and protection of its historic sites and structures, Herndon has preserved the essence and spirit of a small town. This confluence of old and new is evident in the downtown and the adjoining heritage preservation district. The built environment supports and celebrates the historic sense of place that characterizes the Town of Herndon. Thoughtful physical development, including the Town's gateways, public open spaces, buildings and public

and private infrastructure, provides both pedestrians and motorists with ample opportunity to experience Herndon's history and ambiance.

### **Maintaining A Residential Haven**

The Town of Herndon boasts safe, secure, well-maintained neighborhoods that have escaped traffic congestion, overcrowding and the consequences of growth and development suffered by other metropolitan areas. It is an oasis of appealing green spaces to come home to, where friendly neighbors create a nurturing atmosphere in which families prosper and grow.

### **A Planned Approach to Community Development**

Herndon has distinguished itself by managing growth to protect and improve its valued quality of life. Newer development has been carefully blended into existing neighborhoods. We have leveraged what is around us and maintained our powerful sense of "hometown." Careful expansion and redevelopment has transformed downtown into a walkable, livable, social and economic center where nothing is too dense or too crowded. The balance between residential and business areas of Town keeps our tax base strong. Housing exists for residents in a variety of income categories, including our senior citizens, teachers, police officers and other public servants.

### **Regional Growth – We Took Charge!**

Herndon's residents and businesses are connected to the rest of the world by transit-oriented development. By expanding the Town's borders, Herndon has ensured that the Town's character, personality and utility are sustained by diverting traffic that would otherwise turn our local streets into congested thoroughways. Thoughtful and carefully planned development in these new parts of town, coupled with inter-jurisdictional planning with our neighbors, provide the best means of shaping our destiny.

### **Modern Multi-Modal Transportation**

Citizens and visitors who journey in, around and through Herndon find modes of transportation that are convenient, safe and accessible. The Town's internal system of sidewalks, streets, trails, and connections to mass transit ensure that the region and the world are always just a few steps away.

### **Our Renowned Amenities**

Herndon's renowned amenities, exceptional programs and activities draw participants from the region and visitors from around the world. The Town's extensive recreational facilities, including its 18-hole golf course, community center, nature center and numerous neighborhood parks, provide superior value and enable citizens to enjoy a high quality of life. Our park system is superbly maintained, well appointed and accessible to all. The cultural experience is heightened by the variety of programming at the local cultural center and other community gathering spaces. The Town, in partnership with citizens and organizations, encourages community-based initiatives that inspire, motivate and unite us in creating the ultimate environment for human fulfillment.